Rec. 1.017108 6/19/18 \$ 875.00 RB



City of Fitchburg Planning/Zoning Department 5520 Lacy Road Fitchburg, WI 53711 (608-270-4200)

#### **REZONING APPLICATION**

The undersigned owner, or owner's authorized agent, of property he district map of the Fitchburg zoning ordinance by reclassifying from t following described property:	rein described hereby petitions to amend the zoning he R-R district to the PDD district the
1. Location of Property/Street Address: On Seminal Hwy., Approx	ximately 1/4 mile north of Lacy Road
Legal Description - (Metes & Bounds, or Lot No. And Plat):	
Lot 1 of Certified Survey Map No. 8023 as recorded in the Office 42 of Certified Maps of Dane County on Pages 313-316, as Doct Southeast ¼ of the Southwest ¼ of Section 8, Town 6 North, Rai Wisconsin. Full legal description in attached Word Document.	ument No. 2719369 and located as part of the
***Also submit in electronic format (MS WORD or plain text) by emai	to: planning@fitchburgwi.gov
2. Proposed Use of Property - Explanation of Request:	
The Harvest Apartments Development will be a quality high-dens increase in the demand for housing in the Fitchburg area. It will be Northeast of the intersection of Lacy Road and South Seminole F	be located on an approximately 6.12 acre site
3. Proposed Development Schedule: April 2019 - Summer 2020.	
***Pursuant to Section 22-3(b) of the Fitchburg Zoning Ordinance, all adopted City of Fitchburg Comprehensive Plan.	Rezonings shall be consistent with the currently
***Attach three (3) copies of a site plan which shows any proposed la location and size of all existing and proposed structures and parking larger than 11" x 17". Submit one (1) electronic pdf document of the Additional information may be requested.	areas. Two (2) of the three (3) copies shall be no
Type of Residential Development (If Applicable): Mixed Use Resid	ential Apartments for lease
Total Dwelling Units Proposed: 182	No. Of Parking Stalls: 177 Covered, 127 Surface
Type of Non-residential Development (If Applicable):	
Proposed Hours of Operation:	No. Of Employees:
Floor Area:	No. Of Parking Stalls:
Sewer: Municipal 🗸 Private 🗌 Water: Municipal 🗸	Private
Current Owner of Property: Fitchburg Campus II, LLC	
Address: P.O. Box 46613, Madison, WI 53744	Phone No: 608-609-3910
Contact Person: Craig Raddatz, Fiduciary Real Estate Developmen	<u>t</u>
Email: craddatz@fred-inc.com	
Address: 789 North Walter St., Suite 200, Milwaukee, WI 53202	Phone No: 414-226-4335
Respectfully Submitted By: Newin Carela	Devin J. Engle, JLA Architects
Owner's or Authorized Agent's Signa	ture Print Owner's or Authorized Agent's Name
PLEASE NOTE - Applicants shall be responsible for legal or outside submissions shall be made at least four (4) weeks prior to desired plants.	consultant costs incurred by the City. an commission meeting.
For City Use Only: Date Received: 6/19/2018	_Publish:and
Ordinance Section No	Fee Paid: \$75.00
Permit Request No. P7 - 2Z25-18	

#### Northerly portion of Lot 1 CSM 8023

A part of Lot 1 Certified Survey Map no. 8023, recorded on November 16, 1995 in Volume 42 of Certified Survey Maps on Pages 313-316, as Document no. 2719369, being a part of the Southeast Quarter of the Southwest Quarter of Section 8, Town 6 North, Range 9 East, City of Fitchburg, Dane County, Wisconsin.

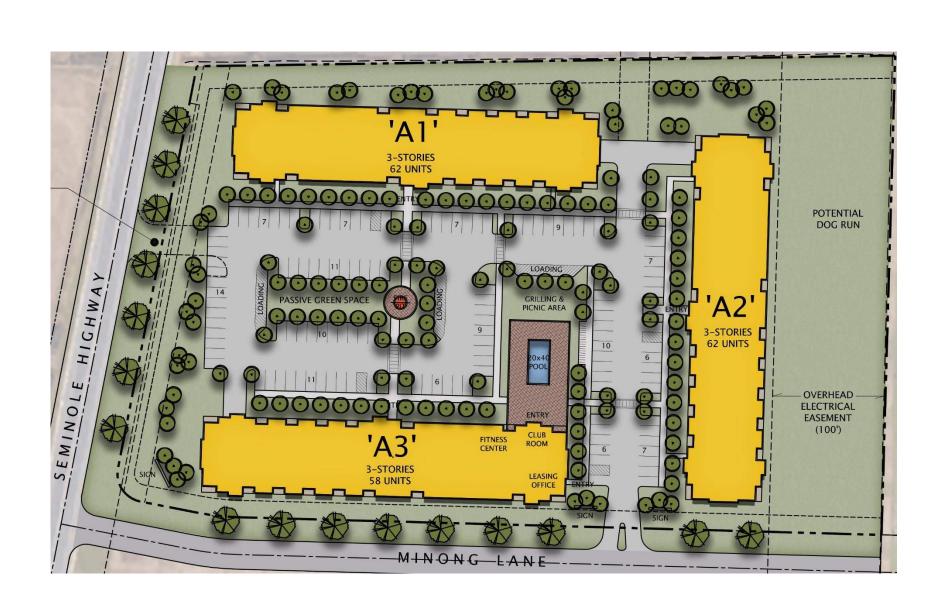
Commencing at the South Quarter corner of said Section 8, Thence North 01 degrees 38 minutes 21 seconds East along the East line of the Southwest Quarter of said Section 8, a distance of 845.04 feet to the Point of Beginning;

thence North 88 degrees 25 minutes 49 seconds West, 591.04 feet; thence North 78 degrees 55 minutes 03 seconds West, 97.77 feet to the easterly Right-of-Way of South Seminole Highway; thence along said easterly Right-of-Way of South Seminole Highway Way North 11 degrees 04 minutes 57 seconds East, 420.94 feet to the North line of the Southeast Quarter of the Southwest Quarter of said Section 8, also being the North line of said CSM no. 8023; thence along said North line of the Southeast Quarter of the Southwest Quarter North 89 degrees 07 minutes 24 seconds East, 619.02 feet to the aforesaid East line of the Southwest Quarter of Section 8, also being the East line of said CSM no. 8023; thence along said East line of the Southwest Quarter South 01 degrees 38 minutes 21 seconds West, 457.73 feet back to the Point of Beginning.

# THE HARVEST APARTMENTS

FITCHBURG, WISCONSIN





# GENERAL IMPLEMENTATION PLAN

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# **PROJECT TEAM:**



# FIDUCIARY REAL ESTATE DEVELOPMENT, INC

789 North Water Street - Suite 200 Milwaukee, Wisconsin 53202 Contact: Craig Raddatz 414.226.4535



#### WYSER ENGINEERING

• APPENDIX 'B' GIP Preliminary Grading & Utility Plans

• APPENDIX 'C' GIP Landscape Plan

312 East Main Street Mount Horeb, Wisconsin 53572 Contact: Wade Wyse

17act: waae wyse 608.437.1980



# JLA ARCHITECTS + PLANNERS

2418 Crossroads Drive - Suite 2300 Madison, Wisconsin 53718 Contact: Ed Cormier 608.442.3862



#### NEW EDEN LANDSCAPE ARCHITECTURE

131 West Seeboth Street, Suite 240 Milwaukee, Wisconsin 53204 Contact: Rosheen Styczinski

414.530.1080

### PROJECT LOCATION & GENERAL DESCRIPTION

The Harvest Apartments Development will be a quality high-density residential community to serve the continued increase in demand for housing in the Fitchburg area over the next five years and beyond. It will be located on approximately 6.12 acres, Northeast of the intersection of Lacy Road and South Seminole Highway and North of the future Minong Lane.

# Surrounding Context

The project site is surrounded by the future Blackhawk Church site to the North, future single-family housing to the East, future multi-family townhomes to the South and planned business district to the West across South Seminole Highway. A high-power overhead ATC line runs North-South within an easement along the East property line.

#### **Existing Topography & Wetlands**

The project site has a minimal change in elevation of about 10 feet from West (low) to East. At the time of development, a regional storm water basin will be constructed South of the site that will include a culvert to drain the site in the Southwest corner.

There are no wetlands within the boundary of the parcel.

#### **Existing Vegetation**

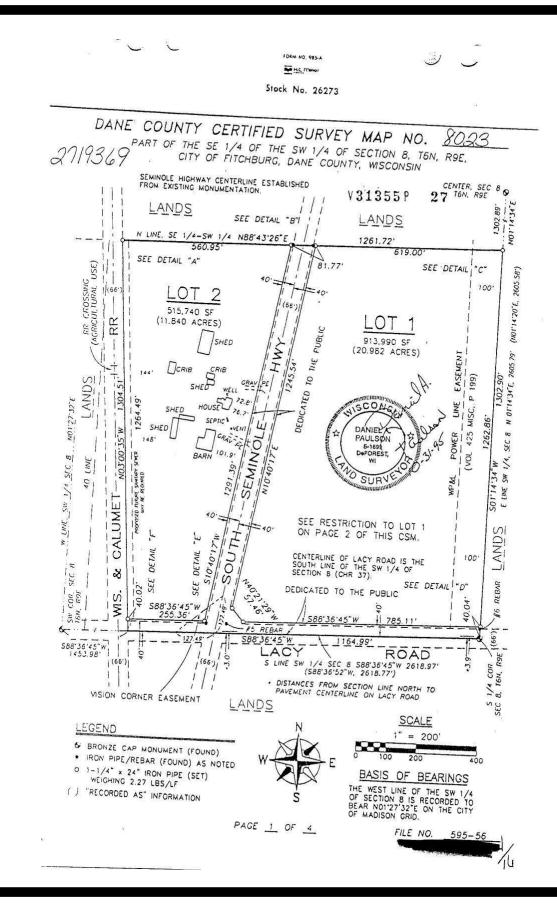
The project site is currently in agricultural production with no other significant trees or vegetation.



#### LEGAL DESCRIPTION

Lot 1 of Certified Survey Map No. 8023 as recorded in the Office of the Register of Deeds for Dane County in Volume 42 of Certified Maps of Dane County on Pages 313-316, as Document No. 2719369 and located as part of the Southeast ¼ of the Southwest ¼ of Section 8, Town 6 North, Range 9 East, City of Fitchburg, Dane County, Wisconsin, further described as follows:

Beginning at the South Quarter Corner of Section 8 thence South 88°36'45" West along the south line of the Southwest Quarter of Section 8, 1164.99' to the east Right-of-Way line of the Wisconsin & Calumet Railroad; thence North 03°00'35" West along said east Right-of-Way line, 1304.51' to the north line of the Southeast Quarter of the Southwest Quarter of Section 8; thence North 88°43'26" East along said north line, 1261.72' to the east line of the Southwest Quarter of Section 8; thence South 01°14'34" West along said east line, 1302.90' to the Point of Beginning. Containing 1,580,720 square feet (36.288 acres) more or less. Subject to South Seminole Highway and Lacy Road Right-of-Way. Subject to all easements of record.



#### RATIONALE FOR A PLANNED DEVELOPMENT DISTRICT

At the City Plan Commission's January 16, 2018 meeting, it was expressed that the Plan Commission is in favor of the Developer utilizing the City's PD Planned Development District for this project.

Specifically, in order to accomplish the goals of providing a quality highdensity infill development with first class amenities, we reference the City's Ordinance with the following reasons:

- <u>Section 22-144 Permitted Uses (3)</u>: Only permits up to 8 units per building. While we realize dwelling structures having greater than eight dwelling units are allowed as a Conditional Use (per 22-145 (6)), we desire the long-term stability afforded under a permanent zoning classification.
- <u>Section 22-146 Dimensional Standards (1):</u> Does not allow more than two multiple family dwelling unit structures per lot. We are proposing three multiple family dwelling unit structures on one lot. To make this an integrated, vibrant community, we must have the design flexibility afforded in the PD zoning for the drives, parking lots, and walking connections between buildings.
- <u>Section 22-146 Dimensional Standards (2) b</u>: Requires a minimum of 2,000 square feet of lot area per each Efficiency unit, 2,200 square feet of lot area per each 1 bedroom unit, 2,400 square feet per each 2 bedroom unit, and 2,700 square feet per each 3 bedroom unit, with the provision that each structured parking space reduces the minimum lot area by 500 square feet. With our proposed unit mix and

total unit count of 182 units, this standard would require a parcel of a size greater than the 6.12 acres that is planned per this GIP.

- <u>Section 22-146 Dimensional Standards (2) c:</u> Restricts lot sizes to a maximum of 90,000 square feet. This project is planned as a single-parcel development of approximately 6.12 acres just over 266,500 square feet.
- <u>Section 22-146 Dimensional Standards (4)</u>: Sets the minimum front setback at 30 feet. In keeping with the City's desire to provide a more 'quasi-urban' feel to multi-family residential developments and to help accommodate efficient, 'tried & true' dimensional standards in building & site design, we propose a 15 foot minimum setback.
- <u>Section 22-146 Dimensional Standards (6)</u>: Sets the minimum street side setback at 25 feet. In keeping with the City's desire to provide a more 'quasi-urban' feel to multi-family residential developments and to help accommodate efficient, 'tried & true' dimensional standards in building & site design, we propose a 15 foot minimum setback.
- <u>Section 22-146 Dimensional Standards (8):</u> Restricts the maximum building height to 45 feet. We are planning 3-stories of residential uses over an underground parking structure for each building. Although we have not yet developed the architectural building elevations, the maximum building height will likely be exceeded.

#### **ECONOMIC & SOCIAL IMPACTS**

We believe that this project will have positive economic & social impacts on the area.

#### Property Values and Tax Revenue

At total completion, it is estimated that this project would cost approximately \$27,000,000. At this value, using the City's 2017 property tax rate the following tax receipts to the community could be realized annually:

Total Projected Annual Property Tax:	\$691,000
Madison Area Tech. College:	\$28,000
Verona Area School District:	\$345,000
City of Fitchburg:	\$235,000
Dane County:	\$83,000

In addition to the value of this specific project, the surrounding properties could realize an increase in values because of this project - thus creating additional tax revenues.

#### Impact Fees

This project should generate the following estimated Impact Fees to the City (2018 fees listed):

Total Projected Impact Fees:		S237.832
<u>Water Impact Fee:</u>	182 units x \$800 =	\$145,600
	42 2BR / 3BR x \$466 =	\$19,572
Fire Protection Fee	$140 ST / 1BR \times $311 =$	\$43,540
Park Improvement Fee	182 units x \$160 =	\$29,120

Additionally, per Ordinances 24-2(d)(2)(a) and 24-2(d)(2)(e), there shall be a Parkland Dedication of 2,900 square feet per dwelling unit and a fee in-lieu of \$4,330 per dwelling unit in deficit.

182 units x 2,900 sf = 527,800 sf (12.12 acres)

182 units x \$4,330 = \$788,060 fee in lieu of parkland dedication

The fee in lieu of Street Frontage for Parks per Ordinance 24-15(e), 22-647(3) shall be calculated at the time of Final Plat.

#### Social Impacts

Although social impacts cannot be predicted or quantified, we believe that this project will also have a positive social impact on the area.

- The addition of this quality residential community should improve the perceived image of the immediate area.
- The addition of this quality residential community will help to keep existing residents in Fitchburg and bring new residents into Fitchburg.
- The addition of this quality residential community could serve as a catalyst for other uses such as retail & commercial to locate in the immediate area.
- The addition of this quality residential community could serve as an example for future development creating higher standards in design & quality.

#### CONSISTENCY WITH COMPREHENSIVE PLAN

This project complies with the City of Fitchburg's Comprehensive Plan. Specifically, the following is an analysis of how this project meets or advances the goals, objectives, and policies outlined in the Comprehensive Plan.

#### Land Use Goal 1:

This project preserves and enhances the natural and agricultural resources of the City as follows:

Objective 1: This project is consistent with the long term urban growth map and related phasing plan.

(2) This project will be served by gravity flow sanitary sewer Policies:

> (3) This project is being developed within the urban growth boundary and thus not replacing high quality agricultural lands.

> (5) This project (growth) is consistent with the neighborhood

plan.

Objective 2: This project is protecting environmental resources by using high

density, sustainable development, and revitalization of

underutilized land.

(2) This project is not within or near identified wetlands. Policies:

(7) This project is not within or near identified floodplains

## Land Use Goal 2:

This project is a compact urban community that is visually and functionally distinct from the rural and agricultural community.

Objective 1: This is a project that is a significant reinvestment in the

community as a redevelopment of underutilized land.

(1) This is a redevelopment of land in accord with the North Policies:

Stoner Prairie Neighborhood Plan and Future Land Use map.

This is a compact development that will have a logical and Objective 3: sustainable mix of uses and will preserve open space and natural areas within the surrounding area by utilizing higher density design.

Policies: (1) This project provides in-demand residential rental units.

> (2) This project fits in well with the existing and planned infrastructure and land uses.

This project falls within the North Stoner Prairie Neighborhood Objective 4: Plan.

Policies: (1) This project is consistent with the North Stoner Prairie Neighborhood Plan based on it's location and recommended future land use.

Objective 5: Utilities and infrastructure are being extended to this project in an efficient manner.

Policies: (1) This project is within the urban growth area.

(3) This high-density project is located at the future intersection of two minor collector streets consistent with proposed functional roadway classifications.

Objective 7: This project is within the urban service area.

Policies: (3) This project is within the urban service area.

Objective 8: This project is consistent with the amended map and the North Stoner Prairie Neighborhood Plan-High Density Residential and Future Urban Growth Neighborhood.

Policies: (1) PDD zoning is consistent with the High Density Residential land use designation and land use recommendation of the North Stoner Prairie Neighborhood Plan.

#### **Natural Resources Goal 1:**

This project will protect the natural environment.

Objective 3: This project will protect natural resources

Policies:

- (1) This project will meet all current City storm water control requirements.
- (2) This project will meet all current City erosion control requirements.
- (3) This project will meet all current Floodplain and Wetland ordinances. There are no floodplains or wetlands within the project boundary.
- (5) This project is not developed on private septic.

#### **Housing Goal 1:**

This project will provide a much in-demand housing choice: Market-rate rental units.

Objective 1:

After engaging nationally recognized residential experts Tracy Cross and Associates of Schaumburg, IL to perform a market study of alternative uses, they proposed a first-class apartment home community. The three stories over underground parking, with 55 to 65 unit buildings, feature average residences of 862 square feet and average rent of \$1,242 per month. This market study and our business experiences of 25 years owning and managing in-excess of 6,500 apartment residences have determined this will be highly demanded, bring quality residents, and be a benefit to the City of Fitchburg.

Policies:

- (1) This project is an efficient use of land in the urban service area and provides for multi-modal friendly densities.
- (2) This project adds variety to the Stoner Prairie Neighborhood.
- (4) This project will meet the demand of new employees within the Fitchburg/Verona area which is experiencing a significant influx of \$45,000-\$80,000/year jobs.

#### **Housing Goal 2:**

This project makes efficient use of land for housing.

Objective 1: This project is a compact neighborhood.

Policies:

- (1) This project creates compactness and efficiency which helps preserve rural land resources.
- (2) This project will provide a variety of housing types by offering studio, one-bedroom, one-bedroom plus, two-bedroom, and two-bedroom plus units as well as various open space uses.
- (4) This infill project makes wise use of underutilized land in the current urban service area, where service provisions already occur.
- (5) We are proposing higher but livable residential density, which promotes wise use of the land resource and reduces land located elsewhere required to meet housing demand. This helps to preserve agricultural and other open space land outside the urban service area.
- (6) By utilizing the PDD design review process, the City will be allowed to ensure sound sustainable housing design.
- Objective 2: This residential development is occurring in an area with existing infrastructure and sewer.

Policies:

- (1) This residential housing project is located in an area served by full urban services, including sanitary sewers and public water within convenient access to community facilities, employment centers, and to arterial highways.
- (2) This project is <u>not</u> a non-sewer development.

## **Utilities Goal 2**:

Existing urban services will be extended within the urban development boundary area as part of this project.

Objective 1: This project will improve the condition of the existing sanitary sewer and water infrastructure.

Policies: (4) Our entire project will be served with gravity flow sanitary

sewer.

Objective 2: This project is being developed within the existing urban service

area and adjacent to existing public infrastructure.

Policies: (1) Utilities will not be extended across substantial vacant land.

(2) Water and sewer will be extended concurrently with new streets.

(3) Utilities will not be placed in wetlands or other environmentally sensitive areas.

#### **Transportation Goal 1:**

This project is part of a coordinated land use and transportation system.

Objective 1: This project is a compact, urban development.

Policies: (1) This project features buildings closer to the sidewalks, street

trees, street lighting, lower parking ratios, structured parking, and

parking behind buildings.

## **Transportation Goal 2**:

In conjunction with this project, a safe and efficient transportation system will be provided for the neighborhood.

Objective 2: In conjunction with this project, proper traffic management

and travel time reliability will be improved in the

neighborhood.

Policies: (2) The pattern of streets and sidewalks in the project area will

maximize the connectivity of land uses within the neighborhood and to areas outside the neighborhood.

(4) The streets in this project area are interconnected to preserve mobility and avoid travel delays.

(6) This project is not located with direct access to major streets

and roadways.

(7) This project is not located with direct access to major streets and roadways.

#### LAND USE

When complete, this project will contain multi-family residential uses. This 6.12 acre parcel will be consistent with the City's Comprehensive Plan with a High Density Multi-Family Residential Use. It will have 182 residential apartment units along with their associated common amenity spaces. At the time of this General Implementation Plan, the mix of residential units is as follows:

Studio Units: 5%
1 or 1 Bedroom+Den Units: 72%
2 or 2 Bedroom+Den Units: 23%

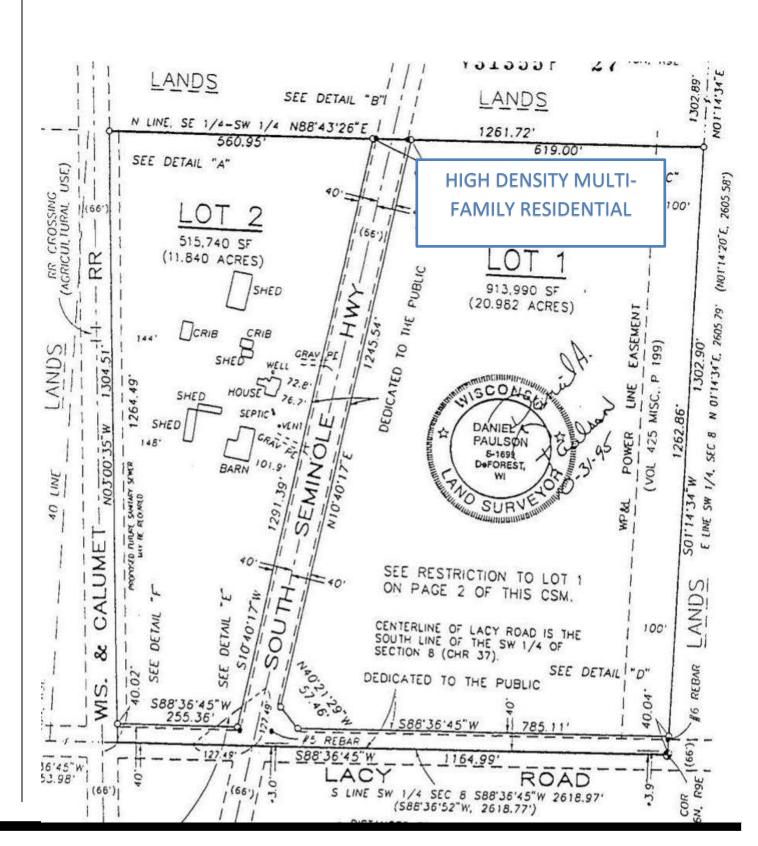
Within each unit type there will be a variety of unit sizes - with an average unit size of approximately 862 square feet. This mix of unit types & sizes will serve a variety of potential residents.

In addition to the residential units themselves, the project will contain various common space amenities integrated within the buildings or around the site. At the time of this General Implementation Plan, the anticipated common amenities are:

- Pool with sundeck
- Fire Pit patio area
- Dog Run Area
- Grilling & Picnic Areas
- Fitness Center
- Clubroom with Kitchenette
- Connection to Walking Paths
- Other Green and/or Open Space for passive and active activities

#### Note:

The unit mix and common space amenities will be developed as the project's design is further developed. Final unit mix and specific common space amenities will be provided in the subsequent Specific Implementation Plans for this project.



#### SITE DESIGN & ZONING STANDARDS

The Masterplan of The Harvest Apartments has been thoughtfully designed to address numerous site challenges including existing topography and project identity. See the image to the right as well as Appendix 'A' of this document for the Architectural Site Plan.

#### Masterplan Design Highlights:

- The buildings are located & orientated to address the street edge and to help define the public realm.
- Surface parking is kept to the interior of the site to reduce its visual impact from the public streets.
- The existing ATC easement will be maintained as open green space that can be utilized as an active & passive activity area for the residents.

#### Off Street Parking:

The City's typical parking requirement is two parking stalls per residential dwelling unit. Based on our extensive experience in owning & managing large multi-family communities, and considering the above-mentioned unit mix, we find that this requirement would be excessive. Therefore, we are proposing a minimum of 1.5 parking stalls per dwelling unit. We believe that providing this level of parking will be appropriate for this project, will allow the site to have less impervious area, and will minimize the visual impact of surface parking lots on the site and the surrounding areas.

## Off Street Bicycle Parking:

In addition to off-street vehicular parking, we are proposing a minimum of 1.0 bicycle parking stalls per dwelling unit. Exterior stalls will be centrally located near the pool and picnic area. For long-term storage, bike hooks are proposed above each Lower Level parking stall.

#### Storm Water Management Overview:

Storm water management for this site will be satisfied with the construction of a regional storm water basin that will be located south of this site, just North of Lacy Road. It will include a culvert to drain the site in the southwest corner. All City of Fitchburg ordinance requirements will be met in the regional management areas. Maintenance of all storm sewer structures and pipes within the development parcel will be the responsibility of the property Owner.



#### <u>Landscape Design:</u>

The new landscape design for this project will meet all City of Fitchburg landscape design requirements. Please see Appendix 'C' of this document for the Preliminary Landscape Plan. This plan will be further developed and additional detail and information will be provided with the subsequent Specific Implementation Plan submittals.

#### Refuse & Recycling Storage & Removal:

Each building within the development will have refuse & recycling rooms located on the Lower Level near the overhead door entrance. A private waste management company will be contracted to provide recycling & refuse services as appropriate for the development.

#### General Implementation Plan Data

At the time of this General Implementation Plan, the Masterplan Data is as follows. This data is subject to change as the design of the project proceeds. However, final Masterplan Data that meets the "Planned Development Zoning Standards" below will be provided in the subsequent Specific Implementation Plans for this project.

THE HAR	VEST APARTMEI	NTS - CON	CEPTU	DATA			JL	JNE 19	, 2018			
BUILDING								PARKING				
NAME	USE	FOOTPI	OTPRINT FLOOR AREA UNITS			COVERED	SURFACE	TOTAL	R	ATIO		
A1	Multi-Family	22,132	S.F.	63,802	S.F.	62	59	43	102	1.65	/ UNIT	
A2	Multi-Family	22,132	S.F.	63,802	S.F.	62	59	42	101	1.63	/ UNIT	
А3	Multi-Family	22,132	S.F.	63,802	S.F.	58	59	42	101	1.74	/ UNIT	
TOTALS		66,396	S.F.	191,406	S.F.	182	177	127	304	1.67	/ UNIT	

THE HARVEST APARTMENTS ZONING REQUIREMENT VALUES – AS OF JUNE 19, 2018 (SUBJECT TO CHANGE)											
ZONING REQUIREMENT CURRENT DESIGN VALUE CALCULATIONS											
SITE DENSITY	29.71 Units/Acre	182	Units	/ 6.125	AC.	=	29.71				
BUILDING COVERAGE	24.9% of Parcel	66,396	S.F.	/ 266,789	S.F.	=	24.9%				
LANDSCAPE AREA	49.8% of Parcel	132,758	S.F.	/ 266,789	S.F.	=	49.8%				
IMPERVIOUS SURFACE	50.2% of Parcel	134,031	S.F.	/ 266,789	S.F.	=	50.2%				
FLOOR AREA RATIO	71.7% of Parcel	191,406	S.F.	/ 266,789	S.F.	=	71.7%				

THE HARVEST APARTMENTS BICYCLE PARKING – AS OF JUNE 19, 2018								
BUILDING BICYCLE PARKING								
MARK	UNITS	COVERED	SURFACE	TOTAL	RATIO			
BUILDING 'A1'	62	59	7	66	1.06	PER UNIT		
BUILDING 'A2'	62	59	7	66	1.06	PER UNIT		
BUILDING 'A3'	58	59	5	64	1.10	PER UNIT		
TOTALS	182	177	19	196	1.08	PER UNIT		

#### **Planned Development Zoning Standards**

Under the proposed Planned Development Zoning, the project shall meet the following Zoning Standards:

Residential Density: 32 units per acre (maximum)
Building Height: Maximum of 3 Stories and

Maximum 50 feet (to mid-point of roof)

Front and Side

Street Setback: 15' (minimum)

Exterior Stairs, Entry Stoops, Planters, and overhangs

are permitted to encroach within this Setback

Side Yard Setback: 15' (minimum)

Exterior Stairs, Entry Stoops, Planters, and overhangs

are permitted to encroach within this Setback

• Rear Yard Setback: 20' (minimum)

Exterior Stairs, Entry Stoops, Planters, and overhangs

are permitted to encroach within this Setback

• Building Coverage: 35% of Parcel Area (maximum)

• Floor Area Ratio: 1.00 (maximum)

• Impervious Surface Ratio: 65% of Parcel Area (maximum)

Off-Street Parking:
 Off-Street Bicycle Parking:
 1.5 Auto Spaces per Dwelling Unit (minimum)
 1.0 Bike Spaces per Dwelling Unit (minimum)

#### **ENVIRONMENTAL BENEFITS OF PLANNED DEVELOPMENT ZONING**

The Environmental Benefits of using Planned Development District Zoning for this project come from the greater flexibility in both density & zoning standards that is allowed under PDD Zoning than would be allowed under the City's High Density Residential Zoning.

#### Reduction of Sprawl

Because of PDD Zoning, more units can be developed on this site. Therefore, this development can help meet the increasing need for residential units on less land area than would be otherwise required under the City's High Density Residential Zoning.

#### Less Impervious Surface Area

Because of PDD Zoning, there is greater flexibility in the amount of vehicular parking that must be provided on site. In our Development Team's experience, the parking requirements of the City's High Density Residential Zoning District are excessive for this project - and would result in more impervious surface area across the site than what our plan proposes. Utilizing PDD Zoning for this project will decrease water run-off and allow additional landscape/ water infiltration areas.

# Enhanced Public Realm

With PDD Zoning, the site can be designed to enhance the character and visual aesthetics of the public realm. Under PDD Zoning, the building setbacks can be reduced to allow the buildings to be located & orientated to address the street edge and to help define the public realm. This also provides additional land area behind the buildings - so surface parking can be kept to the interior of the site and reduces its visual impact on the public streets.

#### **ORGANIZATIONAL STRUCTURE**

This project will be professionally owned and managed by an entity controlled by Fiduciary Real Estate Development, Inc.

At Fiduciary, we have a long track-record of successful property development & management throughout Wisconsin - including Fitchburg. We take pride in our great reputation, and the relationships we have with our employees, our residents, and the communities in which we are located.

#### Supervision

We have the most experienced, well-trained supervisory employees.

- We have corporate reviews for each property on a bi-monthly basis and are updated daily on emergency maintenance issues.
- Each Regional Supervisor oversees 3 to 5 properties and visits each property at least once per week. This keeps them in touch with their properties and holds each on-site Property Manager accountable.
- Each on-site Property Manager conducts a daily staff meeting and is the key contact person for each property.
- We maintain continual maintenance personnel contact so we are on top of all existing or potential maintenance issues.
- We implement thorough bi-monthly property inspections for each property.

#### <u>Training</u>

We implement a proven training program for our employees to make sure everyone knows their role and performs their responsibilities as expected.

- We maintain a 300-page manual for property management. It is a 'living document' that is updated at semi-annual manager meetings.
- We employ onsite training by both Regional supervisor and property managers.

#### **Applicant Screening**

To help ensure that we are attracting quality residents, we obtain the following information from prospective residents:

- Criminal background checks
- Credit checks
- Recommendations/Referrals of previous landlords
- Income qualifications & verifications

#### Track-Record of Success

We have a long track-record of successful property development & management. The key to our long-term success of multi-family residential communities is the continual reinvestment in the properties. We continually evaluate the need to upgrade & improve our properties - to maintain them as highly desirable communities that attract quality residents. For example, in the past five years at our Valley View Apartment project in Fitchburg, we have spent \$1,400,000 on roofing, siding, pool improvements, a Wi-Fi Café, and a Fitness Center. This year we are working on upgrading individual units and common area carpets.

According to Kathy Nettesheim, Vice President of Property Management, another key to success is having excellent relationships with the communities in which we are located. We have found that the City of Fitchburg is one of the best communities that we work with – our communication is often and thorough.

#### PROJECT IMPLEMENTATION

The construction of the Harvest Apartments is anticipated to maintain the following schedule in one single phase with completion in the Summer of 2020:

<u>Phase</u>	<u>Buildings</u>	<u>Schedule</u>
Phase 1	'A3'	Anticipated Construction Start – April 2019
Phase 1	'A1'	Anticipated Construction Start – June 2019
Phase 1	'A2'	Anticipated Construction Start – September 2019

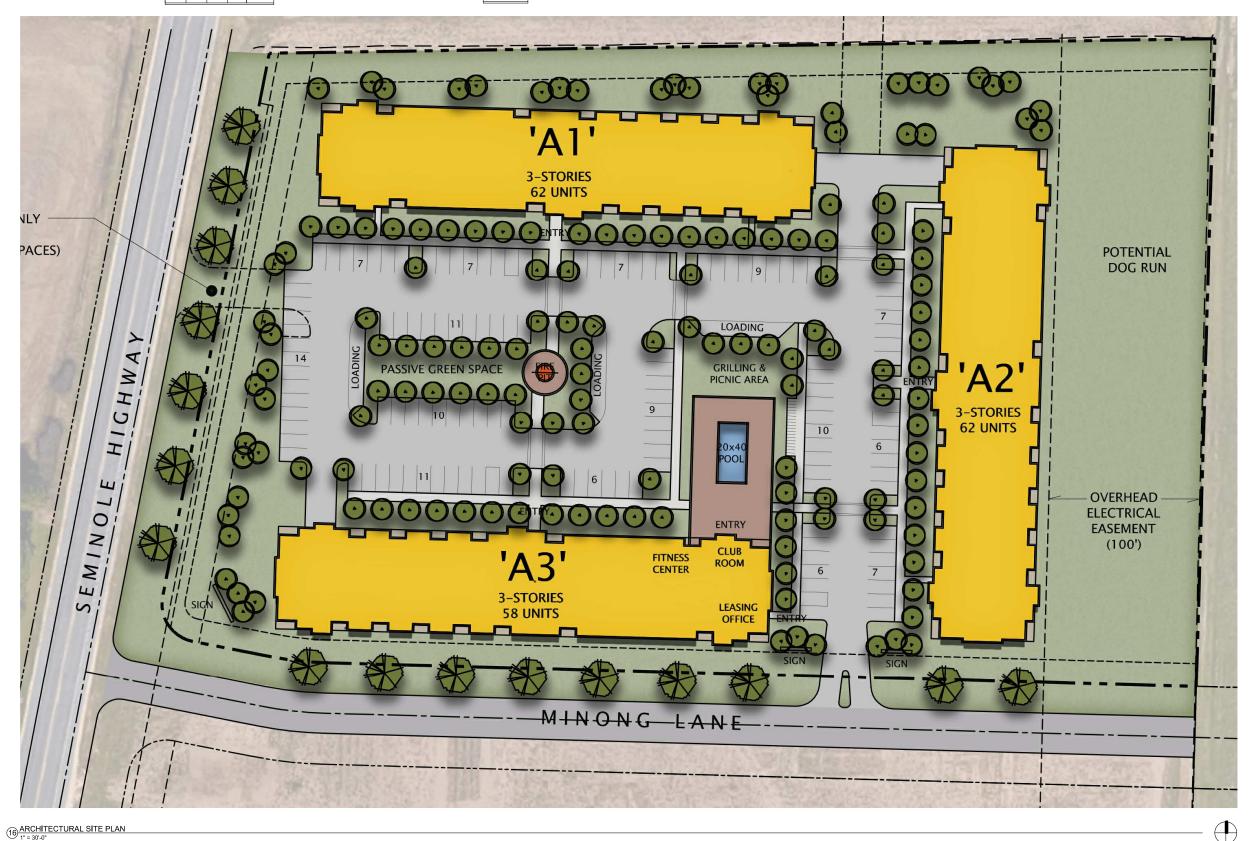
However, the residential market demand will ultimately drive the overall schedule and could speed-up or slow down the timeline for full build-out.

# **NEIGHBORHOOD INPUT**

On January 11, 2018, we held a neighborhood meeting in the basement of the Senior Center. Follow up group meetings were held at the Fitchburg Library on January 30, February 1, and February 5. After these meetings, we kept the conversation with the neighborhood open by holding meetings upon individual requests from February through May.

# APPENDIX 'A' GENERAL IMPLEMENTATION PLAN LOT 1 - ARCHITECTURAL SITE PLAN

	GENERAL DEVELOPMENT PLAN DATA							6.12 ACRES = 29.7 U/A				9.7 U/A	
DG.	BUILDING USE		RESIDENTIAL UNITS							PAI	RKING PRO	VIDED	
BLE	BUILDING USE	ST.	1 B R	1 BR+	2BR	2 B R +	TOTAL	BEDS	COVERED	SURFACE	STREET	TOTAL	RATIO
A 1	APARTMENTS	3	39	5	12	3	62	77	5 9	43	0	102	
Α2	APARTMENTS	3	39	5	12	3	62	77	5 9	42	0	101	
A 3	APARTMENTS	3	3.8	5	9	3	5 8	70	5 9	42	0	101	
	TOTALS	9	116	15	3 3	9	182	224	177	127	0	304	1.36/BR
		5%	64%	8%	18%	5%							1.67 / U





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THE HARVEST APARTMENTS

GENERAL IMPLEMENTATION PLAN

#### PROGRESS DOCUMENTS

These documents reflect progress and intent and may be subject to change, including additional detail. These are not final construction documents and should not be used for final bidding or construction-related purposes.

DATE O	F ISSUANCE J	une 19, 2018			
	rev <b>i</b> sion schedule				
Mark	Description	Date			

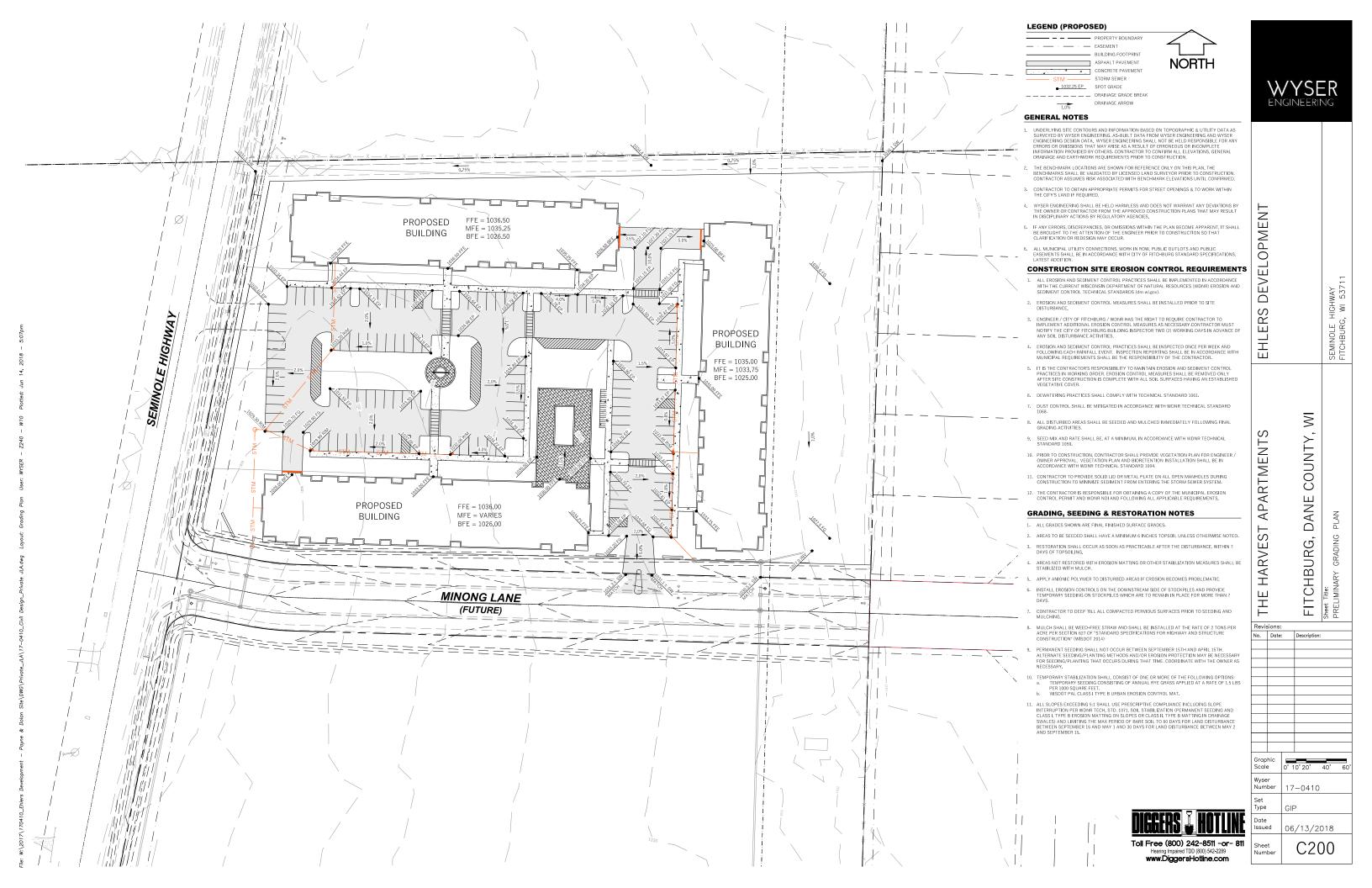
SHEET TITL

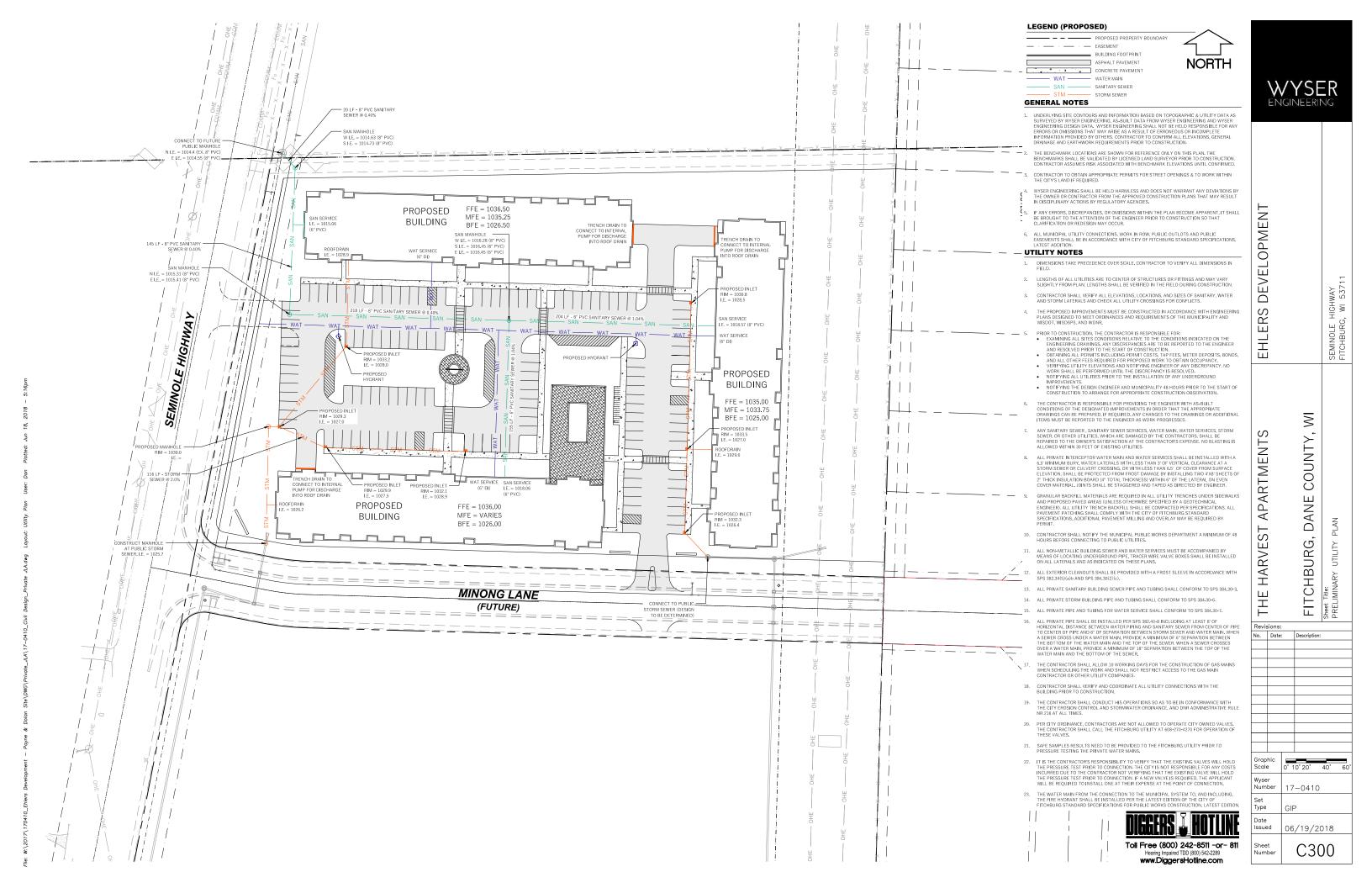
ARCHITECTURAL SITE PLAN

SHEET NUMBER

ASP-100

# APPENDIX 'B' GENERAL IMPLEMENTATION PLAN PRELIMINARY GRADING & UTILITY PLANS





# APPENDIX 'C' GENERAL IMPLEMENTATION PLAN LANDSCAPE PLAN

